

# CW

UNAPOLOGETICALLY  
UPLIFTING WOMEN

## THE CATALYST GUIDE TO BREAKING THE READINESS MYTH

*THE TRUTH BEHIND WHY YOU'RE  
READY—AND WHY YOU'VE BEEN  
TAUGHT YOU'RE NOT.*

**BREAK THE MYTH  
NOW**

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## WELCOME & WHY THIS MATTERS

You've been conditioned to believe you're not ready. But readiness is a lie designed to keep high-achieving women; especially women of color...on the sidelines.

### THIS GUIDE IS FOR THE WOMAN WHO:

- Has the degrees, the drive, the lived experience...
- But still wonders if she needs more credentials, more time, or someone's approval before she leads.

If that sounds like you, here's the truth:

- ☞ You don't need permission. You need power.
- ☞ You don't need another certificate. You need clarity.

This is your guide to break free from the myth of "readiness" and step boldly into the leadership you've already earned.

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# THE 5 READINESS MYTHS (THAT KEEP WOMEN PLAYING SMALL)

*These myths are cultural, institutional—and internal. Let's call them out.*

**Myth #1: You need a law degree to run for office.**

Reality: Most roles require citizenship, age, and residency—not a legal degree. That's it.

**Myth #2: You need more experience.**

Reality: Men apply when they meet 60% of the criteria. Women wait for 100%.

**Myth #3: You have to feel confident first.**

Reality: Confidence doesn't come before leadership—it grows through it.

**Myth #4: Someone else is more qualified.**

Reality: You're measuring your experience against someone else's ego. Lead anyway.

**Myth #5: You're too bold, too direct, too much.**

Reality: You're just not meant to play small.



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## THE READINESS REFRAME CHECKLIST

*Use this checklist to shift your mindset and take aligned, courageous action this month.*

Check all that apply:

- ☐ I'm no longer shrinking to seem more "palatable."
- ☐ I will speak when I'd normally stay quiet—even if my voice shakes.
- ☐ I will take action before I feel "perfectly" prepared.
- ☐ I will stop apologizing for being smart, qualified, or ambitious.
- ☐ I will introduce myself without downplaying what I've done.
- ☐ I will challenge self-doubt with facts: I've done the work.



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## FROM REFLECTION TO MOVEMENT – TAKE YOUR NEXT STEP

*You've named the myths. You've claimed the truth. Now let's move.*

Here's what to do next:

1. Start speaking up, starting now.  
Post your truth. Lead that meeting. Step into that opportunity.
2. Use [5Calls.org](https://5Calls.org) to take civic action today.  
You don't have to be an elected official to make a difference.
3. Schedule a private strategy session with Chasity.  
If you're tired of playing small and want support stepping into high-level leadership, this is the moment. April is your last opportunity to join the 6-month private coaching program before January 2026.



LET'S TALK STRATEGY

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# CHASITY WELLS

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## About Chasity Wells

**Leadership Coach. First Black Mayor.  
Catalyst for Change.**

Chasity Wells is the founder of Catalyst Coaching & Transformation and the first Black woman elected as mayor of her hometown.

A licensed social worker, public servant, and nationally respected leadership strategist, Chasity helps high-achieving women in public service rise into powerful, well-bounded leadership—without burnout or self-doubt.

She's walked the path. She knows the barriers. And she's built a roadmap to help you rise.

**ADD BUTTON: "BOOK MY STRATEGY  
SESSION"**

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